

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM426411

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900404644		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
High Falls Licensing Co, LLC		04/27/2017	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	North American Breweries, Inc.		
<b>Street Address:</b>	445 St. Paul Street		
<b>City:</b>	Rochester		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	14605		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 15</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	0540339	GENESEE	
<b>Registration Number:</b>	1496056	GENNY	
<b>Registration Number:</b>	2075093	GOLDEN ANNIVERSARY	
<b>Serial Number:</b>	87002772	KOCH'S	
<b>Registration Number:</b>	1927199	12 HORSE	
<b>Registration Number:</b>	3566767	DUNDEE	
<b>Registration Number:</b>	4624287	KEEP IT COLORFUL	
<b>Registration Number:</b>	4699420	TAP IT FORWARD	
<b>Registration Number:</b>	4755613	JAMAICAN ME HAPPY	
<b>Serial Number:</b>	87002801	SIMON PURE	
<b>Serial Number:</b>	87040261	585 BREWERS COLLABORATION	
<b>Serial Number:</b>	87123155	585 BREWERS COLLABORATIVE ROCHESTER, NY	
<b>Serial Number:</b>	87123189	585 BREWERS COLLABORATIVE	
<b>Serial Number:</b>	87147930	CHEERS TO HOCKEY	
<b>Serial Number:</b>	87147904	#CHEERSTOHOCKEY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5852322152		

TRADEMARK

***Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.***

**Phone:** 585-231-1197  
**Email:** kmarkert@hselaw.com  
**Correspondent Name:** Katherine A. Markert  
**Address Line 1:** 1600 Bausch & Lomb Place  
**Address Line 2:** Harter Secrest & Emery LLP  
**Address Line 4:** Rochester, NEW YORK 14604

<b>NAME OF SUBMITTER:</b>	Katherine A. Markert
<b>SIGNATURE:</b>	/Katherine A. Markert/
<b>DATE SIGNED:</b>	05/05/2017

**Total Attachments: 5**

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source=TM Assignment High Falls Licensing Co\_ LLC to North American Breweries Inc#page3.tif  
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source=TM Assignment High Falls Licensing Co\_ LLC to North American Breweries Inc#page5.tif

## **TRADEMARK ASSIGNMENT**

This Trademark Assignment is effective as of April 27, 2017 (the “Effective Date”), by and between High Falls Licensing Co, LLC, a Delaware limited liability company having an address of 445 St. Paul Street, Rochester, NY 14605 (“Assignor”) and North American Breweries, Inc., a Delaware corporation having a place of business at 445 St. Paul Street, Rochester, NY 14605 (“Assignee”).

**WHEREAS**, Assignor is the owner of the trademarks, trademark applications and trademark registrations listed on Exhibit A (the “Assigned Trademarks”), and the goodwill associated with the Assigned Trademarks; and

**WHEREAS**, pursuant to a plan of corporate reorganization Assignor wishes to assign to Assignee all of its right, title, and interest in and to the Assigned Trademarks, and the goodwill associated with the Assigned Trademarks; and

**NOW, THEREFORE**, in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, and transfer to Assignee all of Assignor’s right, title, and interest in and to the Assigned Trademarks, the goodwill associated with the Assigned Trademarks, all of Assignor’s business, which is ongoing and existing, to which the Assigned Trademarks pertain, and the right to sue and recover for past infringement of the Assigned Trademarks, as fully and completely as permitted by law, it being the intention of the parties that Assignee shall acquire all rights in the Assigned Trademarks, leaving Assignor with no rights whatsoever.

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IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be signed by their duly authorized representatives as follows:

HIGH FALLS LICENSING CO, LLC

By: [Signature]

Name: John K. Sirchio

Title: Chief Executive Officer

State of New York  
County of Erie

ACKNOWLEDGMENT

On this 26<sup>th</sup> day of April 2017, before me, the undersigned, a Notary Public in and for said State, personally appeared John K. Sirchio, known to me (or satisfactorily proven) to be the person whose name is subscribed to on behalf of High Falls Licensing Co, LLC and acknowledged that s/he executed the same for the purposes therein contained.

[Signature]  
Notary Public

KELLY JEANNE DIGGINS  
Notary Public, State of New York  
Qualified in Erie County  
My Commission Expires Nov. 29, 2018

**NORTH AMERICAN BREWERIES, INC.**

By: [Signature]

Name: John K. Firchio

Title: Chief Executive Officer

State of New York  
County of Erie

**ACKNOWLEDGMENT**


On this 21<sup>st</sup> day of April 2017, before me, the undersigned, a Notary Public in and for said State, personally appeared, John K. Firchio, known to me (or satisfactorily proven) to be the person whose name is subscribed to on behalf of North American Breweries, Inc. and acknowledged that s/he executed the same for the purposes therein contained.

[Signature]  
Notary Public

KELLY JEANNE DIGGINS  
Notary Public, State of New York  
Qualified in Erie County  
My Commission Expires Nov. 29, 2018

**Exhibit A**

<b>Mark</b>	<b>Country</b>	<b>Status</b>	<b>App. No./ Reg. No.</b>	<b>Reg. Date</b>
DUNDEE	Australia	Registered	1254687	12/9/2008
GENESEE	Brazil	Registered	826713610	7/22/2008
GENESEE	Canada	Registered	TMA826,805	6/20/2012
JW DUNDEE'S ORIGINAL HONEY BROWN	Canada	Registered	TMA694,057	8/14/2007
JW DUNDEE'S ORIGINAL HONEY BROWN	China	Registered	5210662	3/14/2011
GENESEE	Ireland	Registered	231893	10/1/2004
GOLDEN ANNIVERSARY LAGER	Ireland	Registered	230704	10/1/2004
GENESEE CREAM ALE	Israel	Registered	224112	2/6/2011
GENESEE BEER	Israel	Registered	224107	2/6/2011
GENNY LIGHT	Israel	Registered	224122	2/6/2011
GENESEE	Mexico	Registered	1395332	9/6/2013
DUNDEE	New Zealand	Registered	793448	6/11/2009
GENESEE	United Kingdom	Registered	2374293	9/28/2004
GENESEE	United States	Registered	540,339	4/3/1951
GENNY	United States	Registered	1,496,056	7/12/1988
GOLDEN ANNIVERSARY	United States	Registered	2,075,093	7/1/1997
KOCH'S	United States	Published	87/002,772	
12 HORSE	United States	Registered	1,927,199	10/17/1995
DUNDEE	United States	Registered	3,566,767	1/27/2009
KEEP IT COLORFUL	United States	Registered	4,624,287	10/21/2014
TAP IT FORWARD	United States	Registered	4,699,420	3/10/2015
JAMAICAN ME HAPPY	United States	Registered	4,755,613	6/16/2015

SIMON PURE	United States	Allowed	87/002,801	
585 BREWERS COLLABORATION	United States	Allowed	87/040,261	
585 BREWERS COLLABORATIVE ROCHESTER, NY & Design  	United States	Allowed	87/123,155	
585 BREWERS COLLABORATIVE	United States	Allowed	87/123,189	
CHEERS TO HOCKEY	United States	Published	87/147,930	
#CHEERSTOHOCKEY	United States	Published	87/147,904	